

Applicants  
Application No.  
For

Steven J. Reynolds et al.  
Not yet assigned  
SYSTEMS AND METHODS FOR ADVERTISING TELEVISION NETWORKS, CHANNELS, AND  
PROGRAMS

Agent

Peter F. Snell

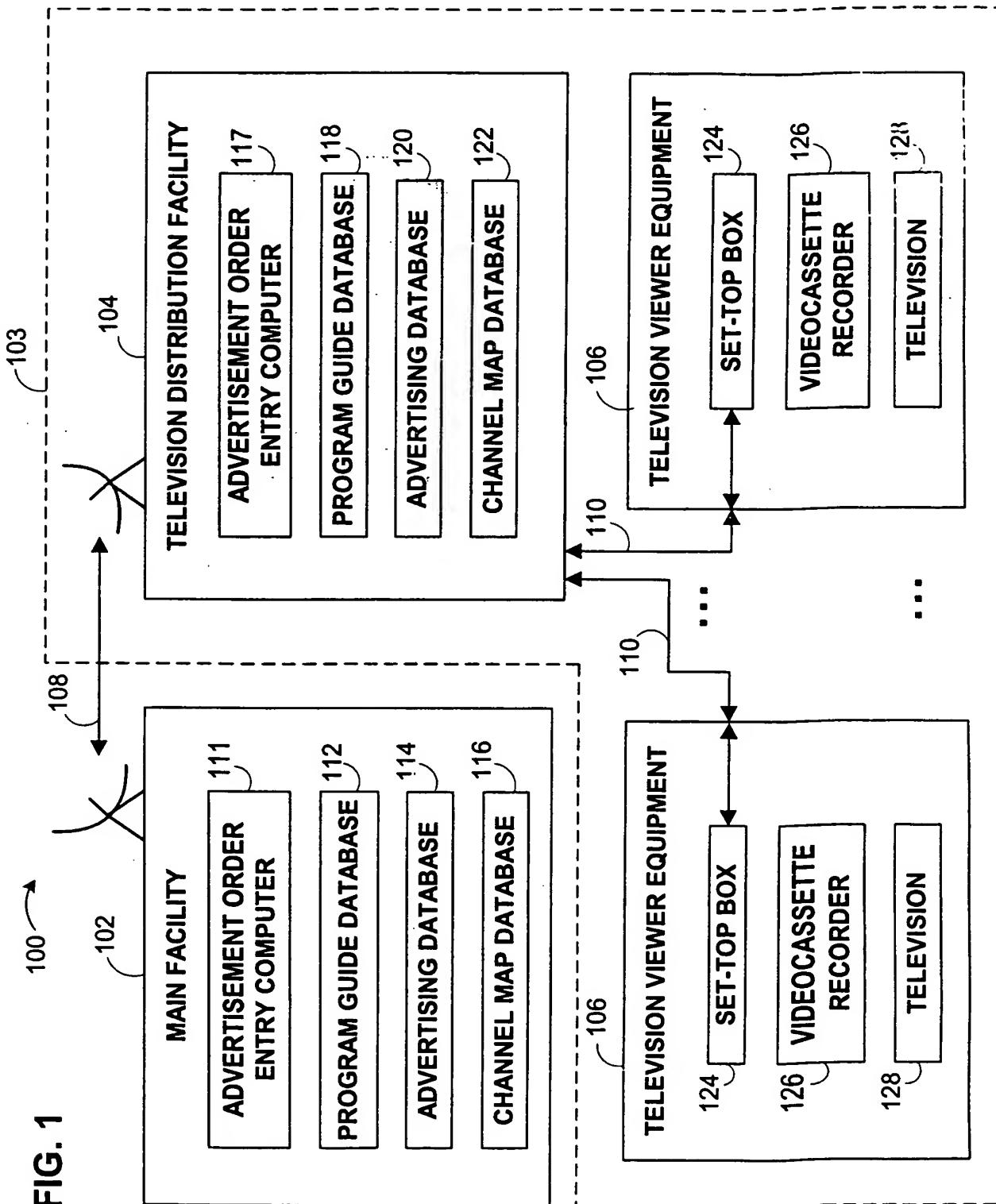
Docket No. UV-55 Cont.  
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Regn. No.

52,235

EV242440216US  
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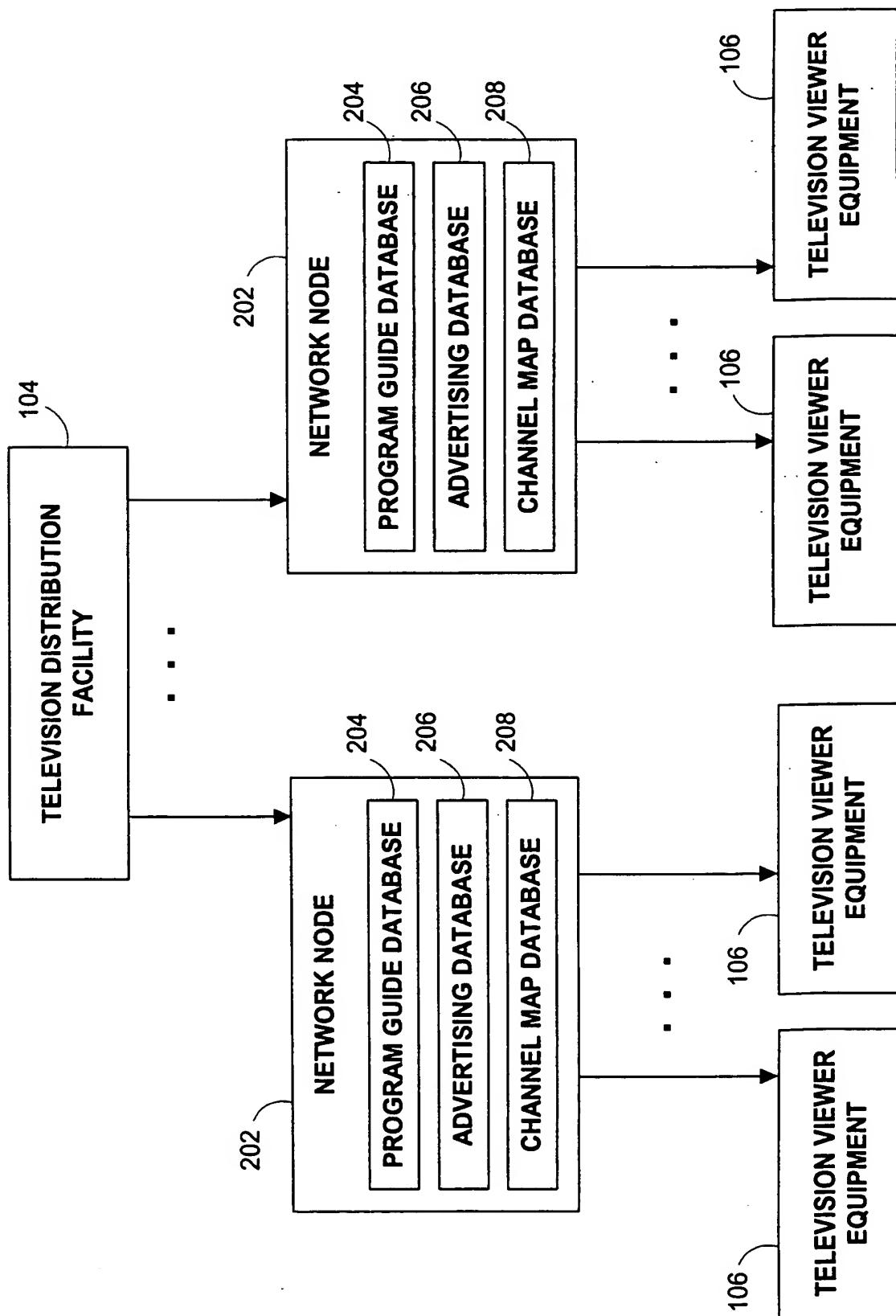


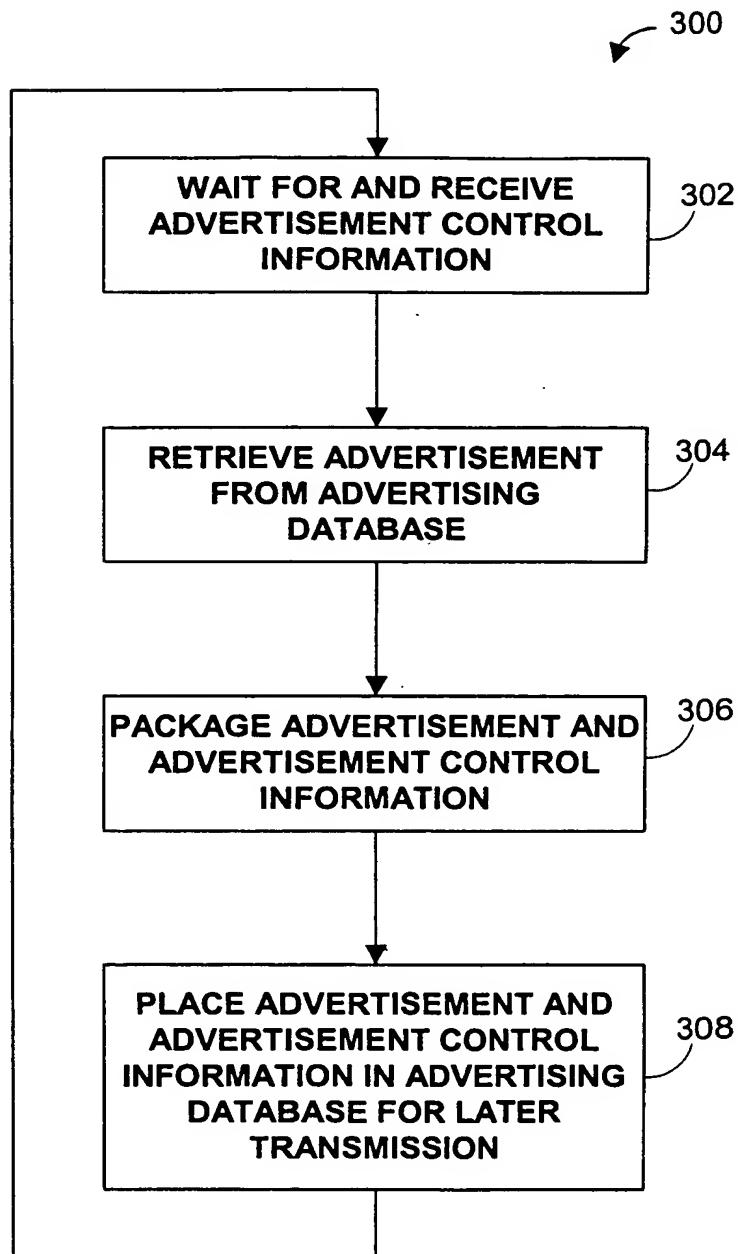
FIG. 2

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**FIG. 3**

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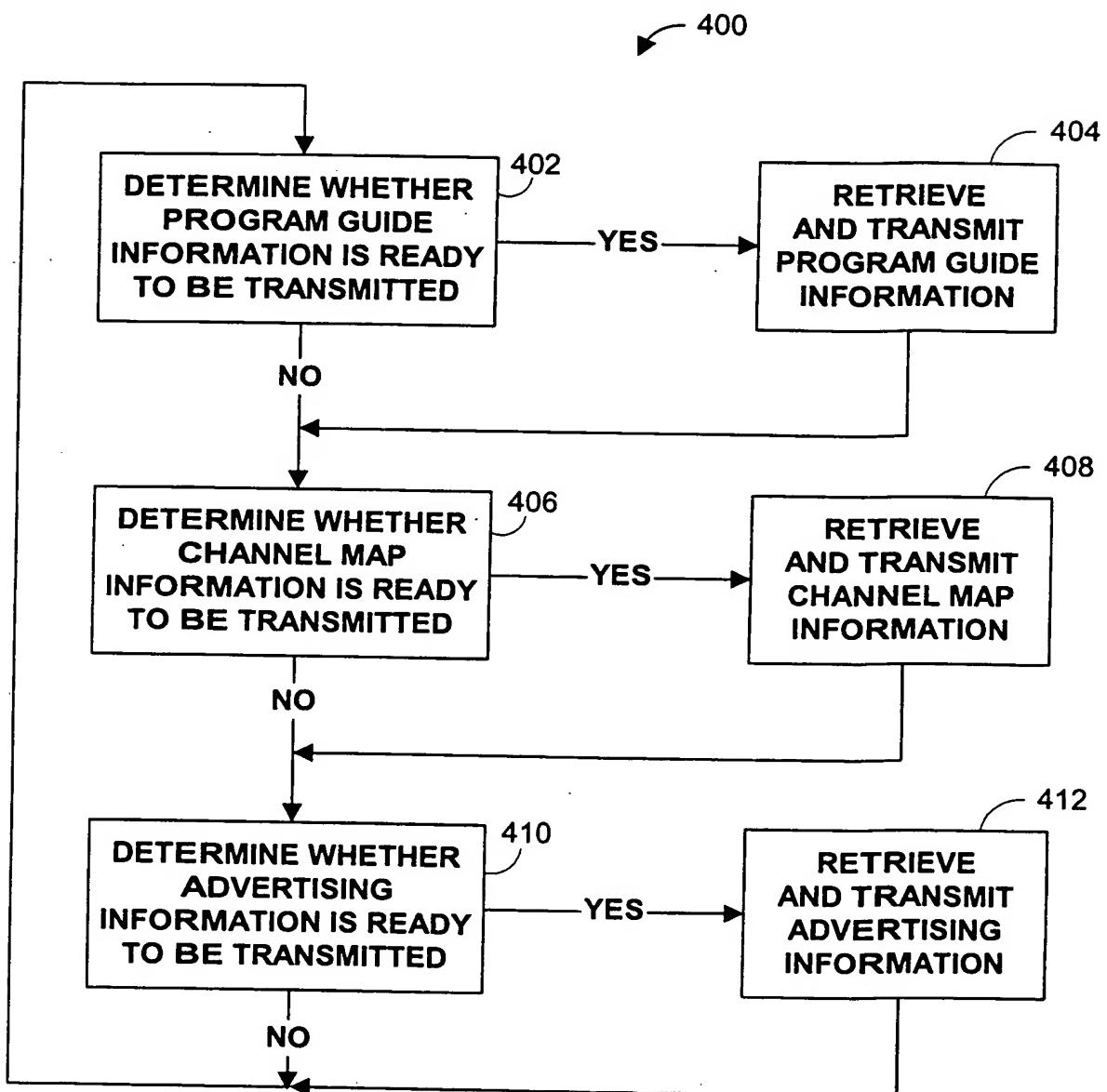


FIG. 4

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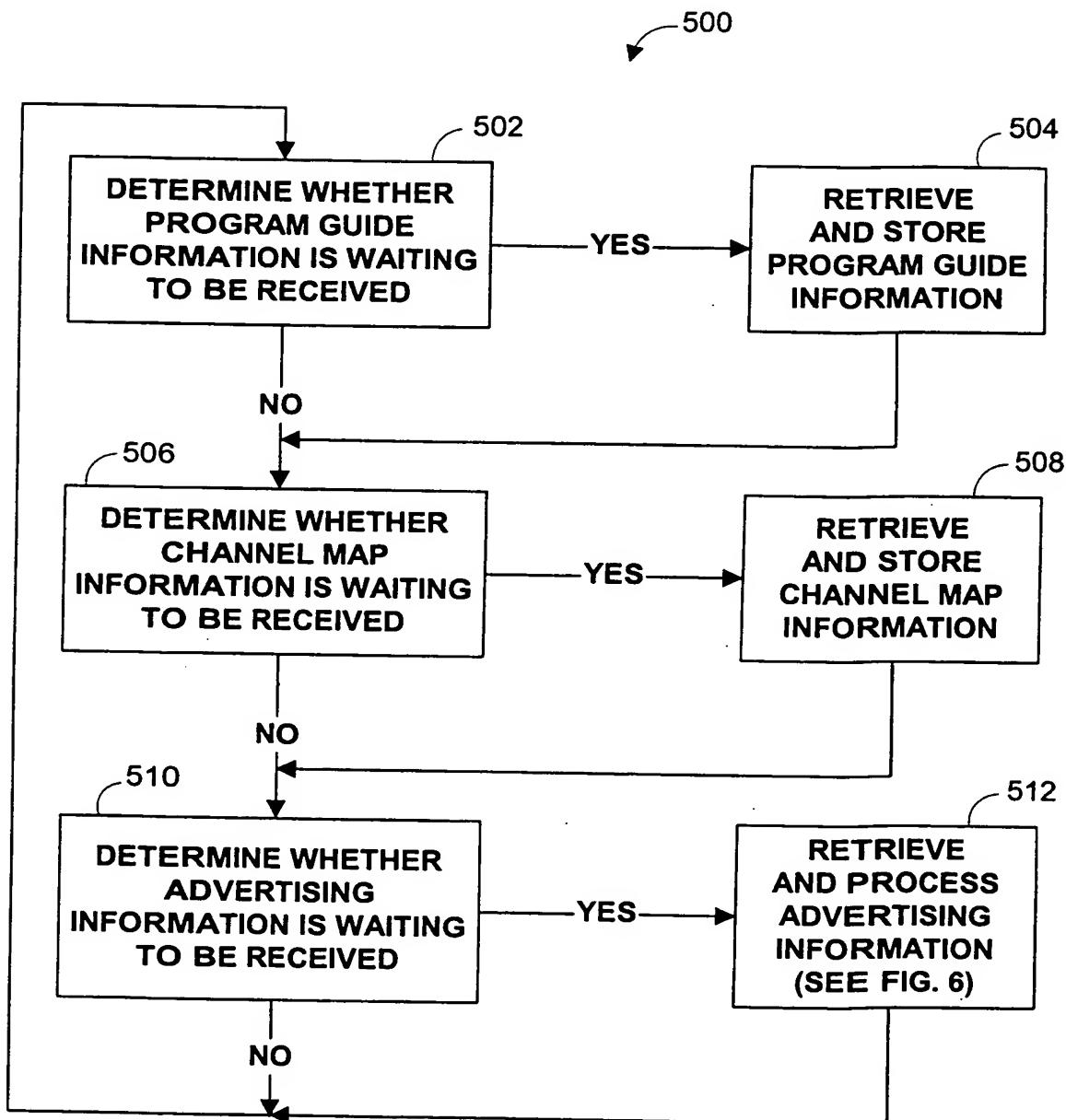
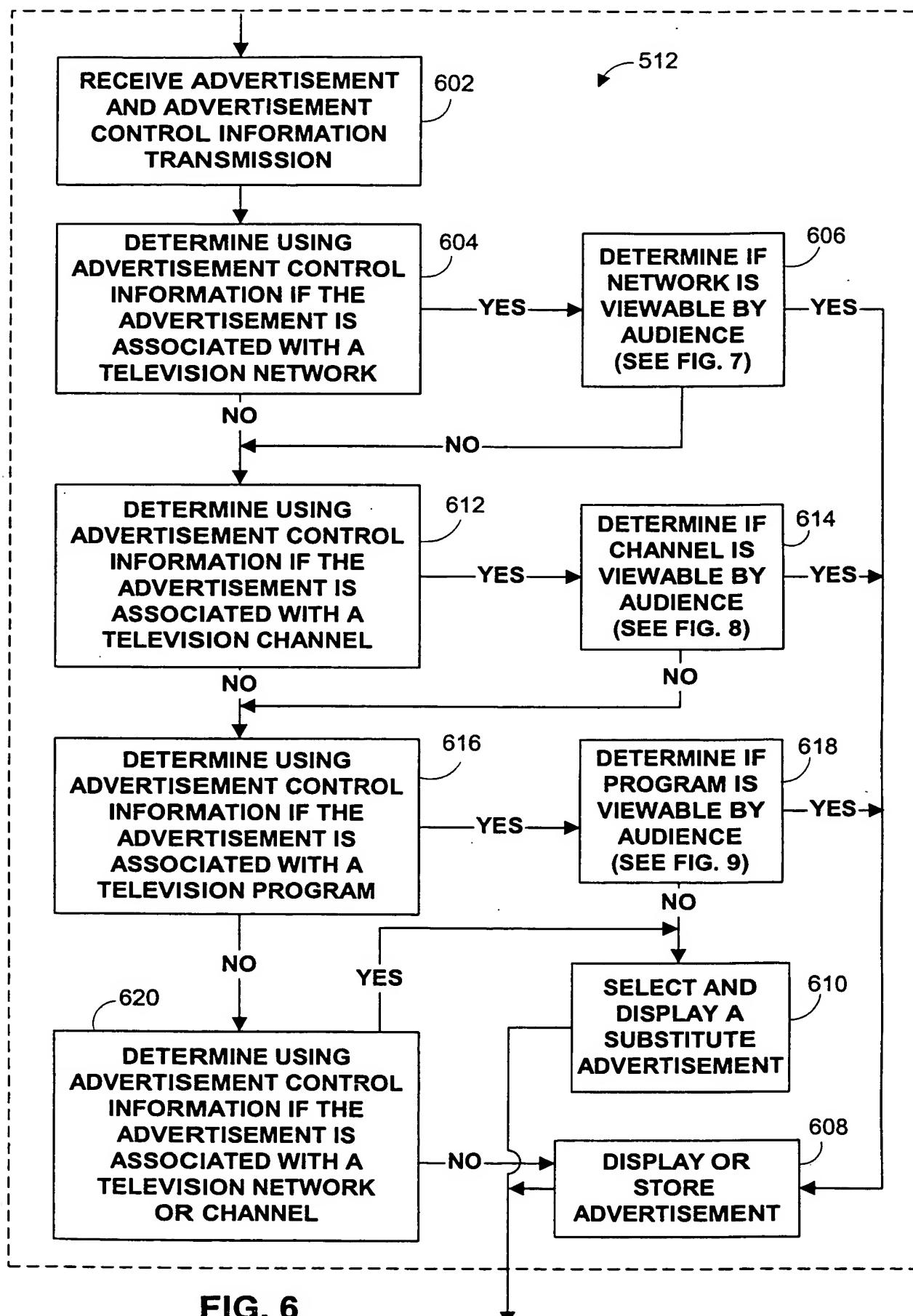


FIG. 5



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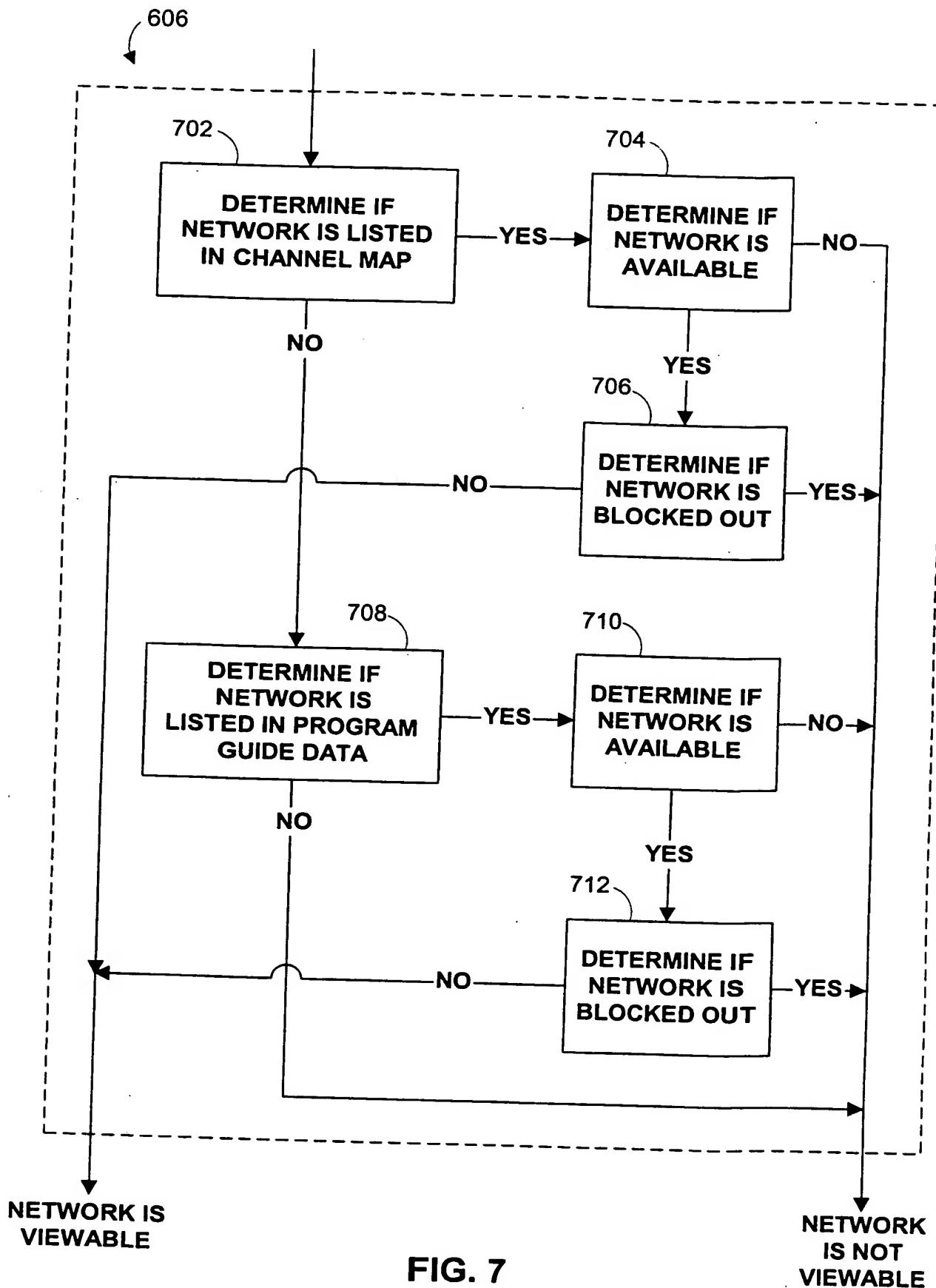


FIG. 7

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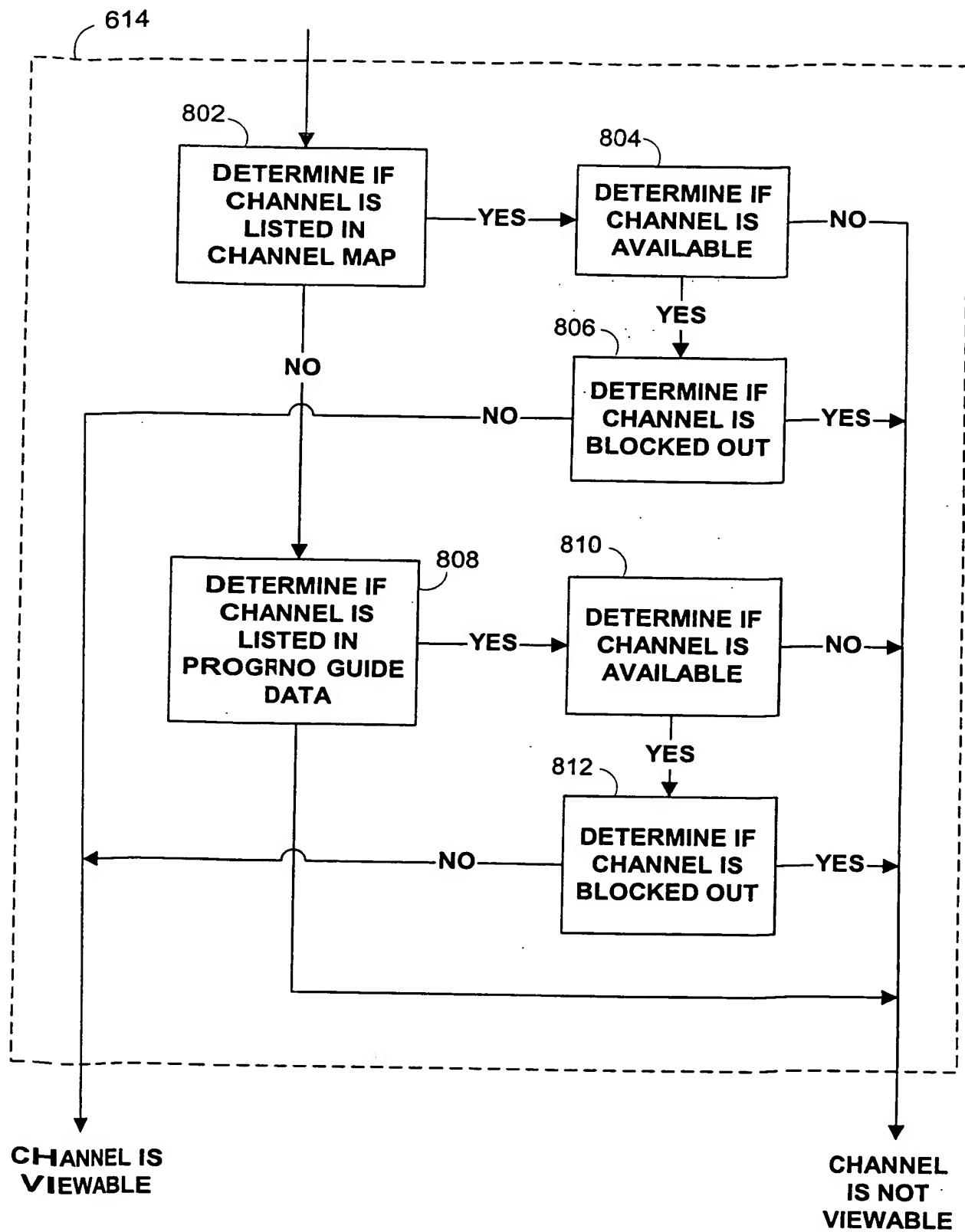


FIG. 8

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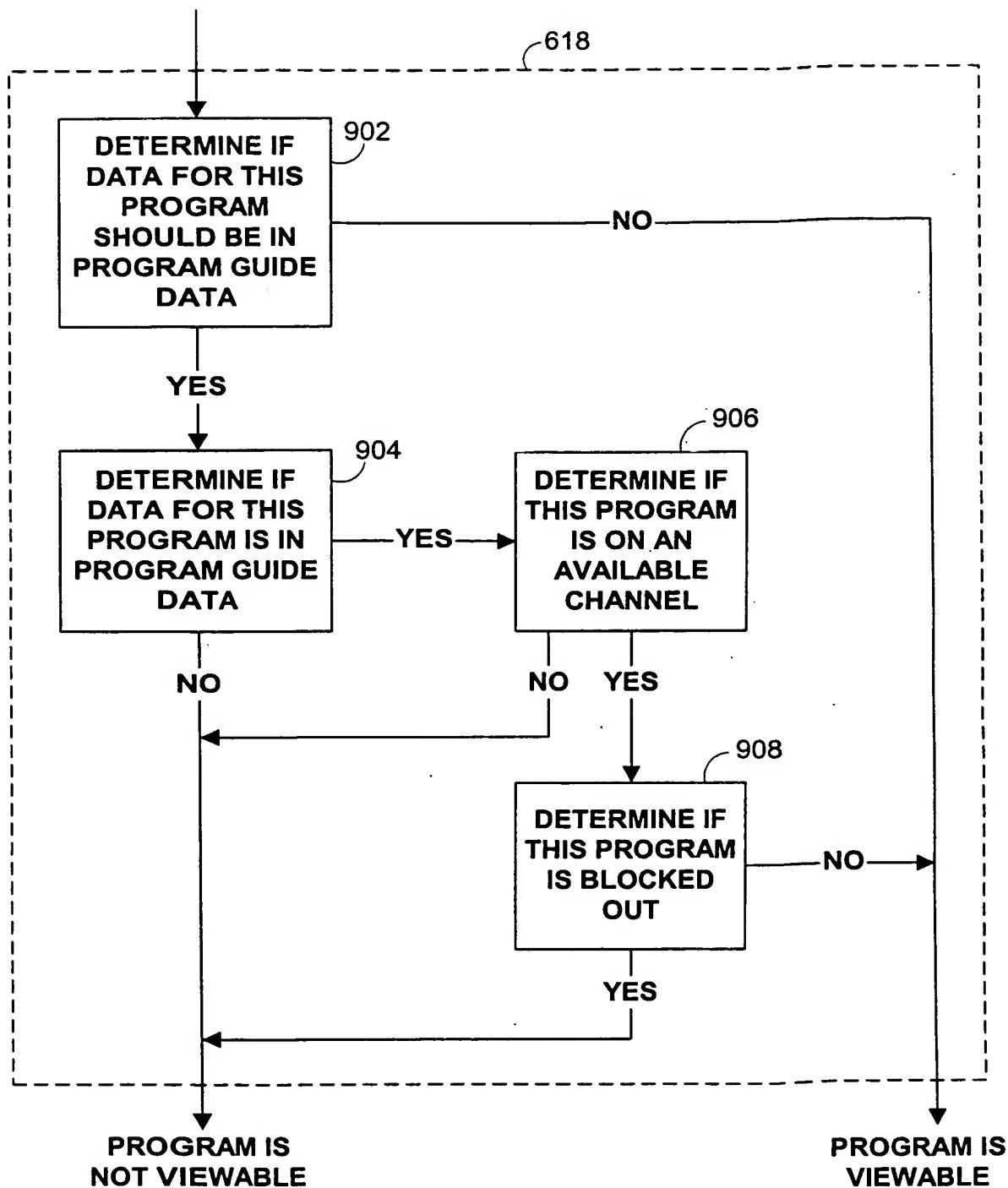
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**FIG. 9**

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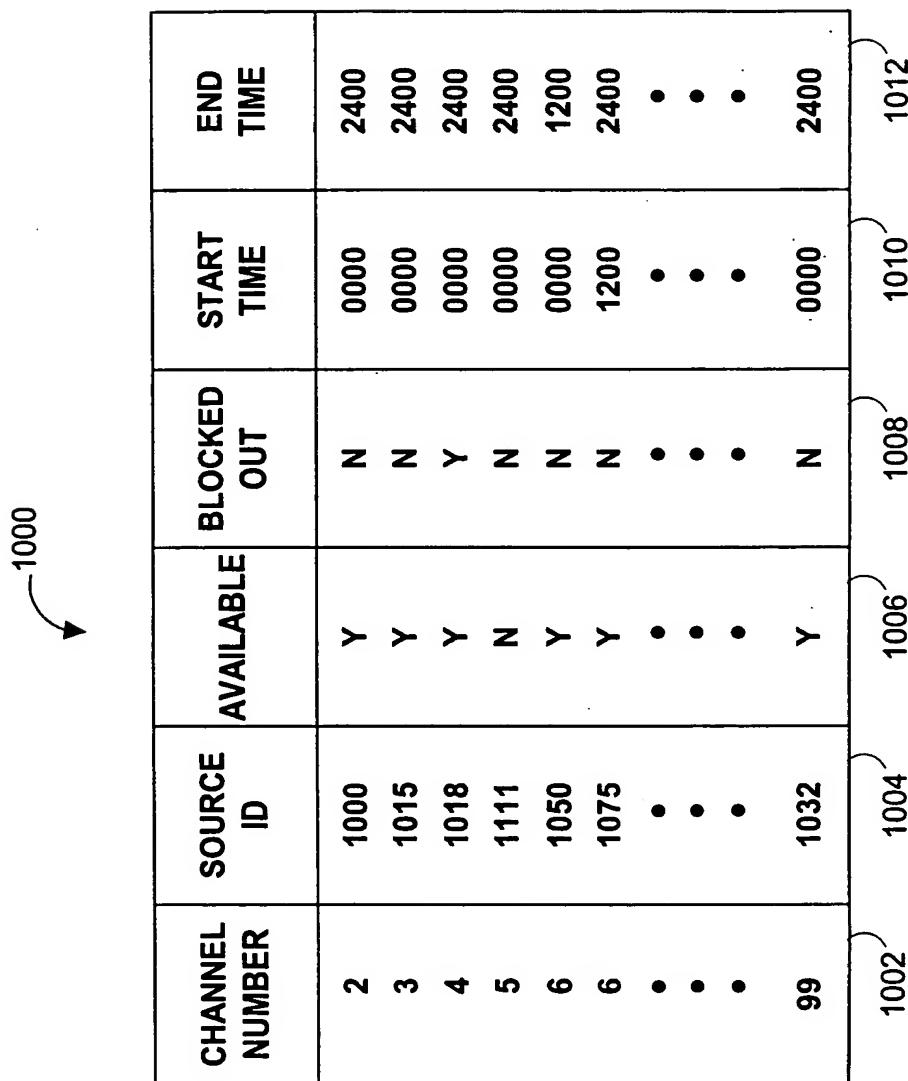
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A curved arrow points from the number 1000 to the first row of the table, indicating the start of the sequence.

CHANNEL NUMBER	SOURCE ID	AVAILABLE	BLOCKED OUT	START TIME	END TIME
2	1000	Y	N	0000	2400
3	1015	Y	N	0000	2400
4	1018	Y	Y	0000	2400
5	1111	N	N	0000	2400
6	1050	Y	Y	0000	1200
6	1075	•	•	1200	2400
6	•	•	•	•	•
99	1032	Y	N	0000	2400

The table shows the availability of various channels (2, 3, 4, 5, 6, 99) over time. The columns represent the channel number, source ID, availability status (Y or N), blocked out status (Y or N), start time, and end time. The rows show specific events for each channel. Brackets on the right side group the rows by source ID: 1000, 1015, 1018, 1111, 1050, 1075, and 1032. Brackets at the bottom group the rows by source ID: 1002, 1004, 1006, 1008, 1010, 1012.

FIG. 10

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SOURCE ID	NETWORK ID	START TIME	END TIME
1000	2001	0000	2400
1015	2000	0000	2400
1018	2000	0000	2400
1111	2055	0000	2400
1050	2010	0000	0600
1050	2020	0600	2400
1075	2001	0000	2400
		•	•
		•	•
		•	•
1032	2165	0000	2400

FIG. 11

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1200

CHANNEL NUMBER	SOURCE ID	NETWORK ID	AVAILABLE	BLOCKED OUT	START TIME	END TIME
2	1000	2001	Y	N	0000	2400
3	1015	2000	Y	N	0000	2400
4	1018	2000	Y	Y	0000	2400
5	1111	2055	N	N	0000	2400
6	1050	2010	Y	N	0000	0600
6	1050	2020	Y	N	0600	1200
6	1075	2000	Y	• • •	1200	2400
•	•	•	•	•	•	•
99	1032	2165	Y	N	0000	2400

FIG. 12

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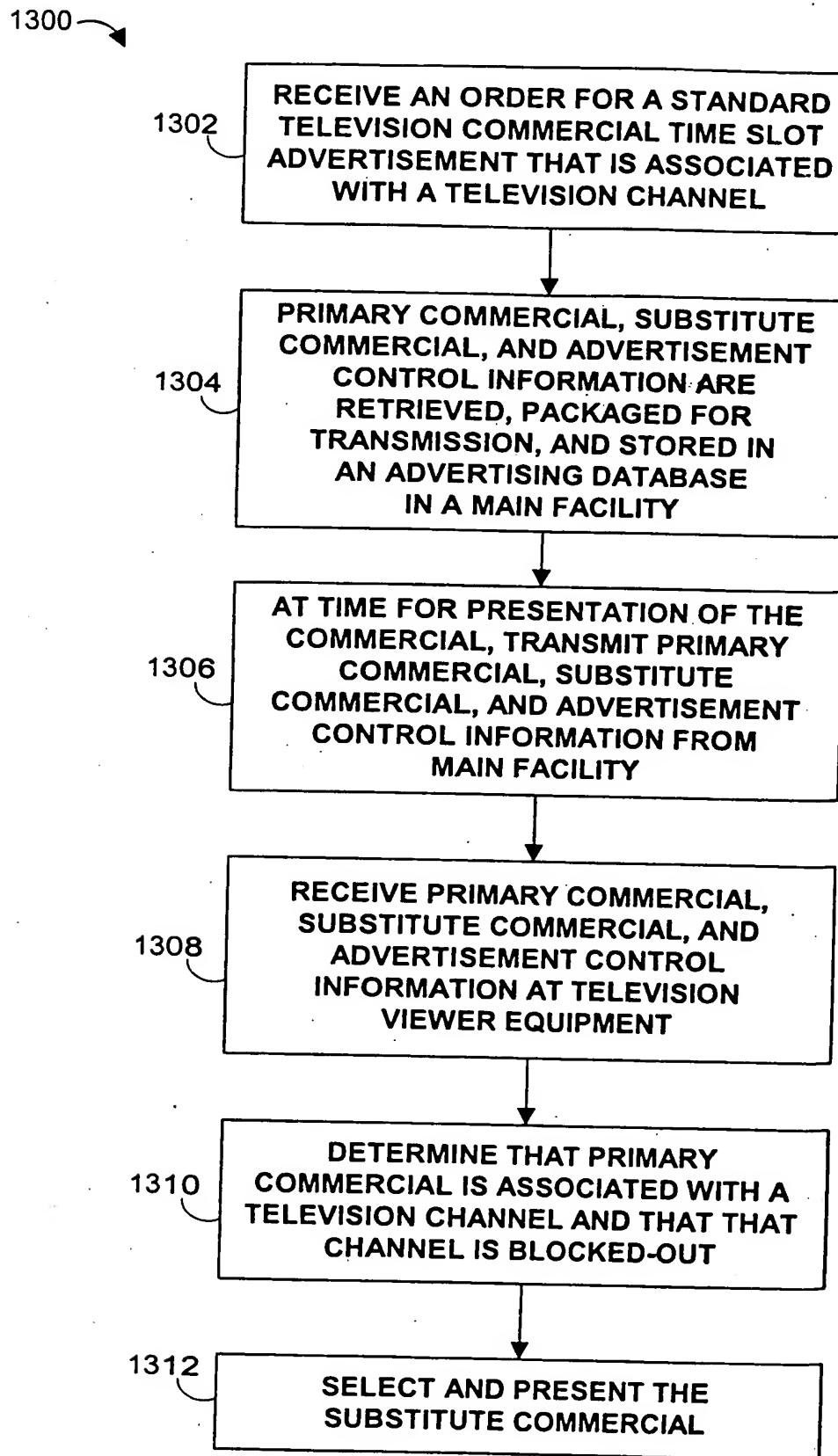


FIG. 13

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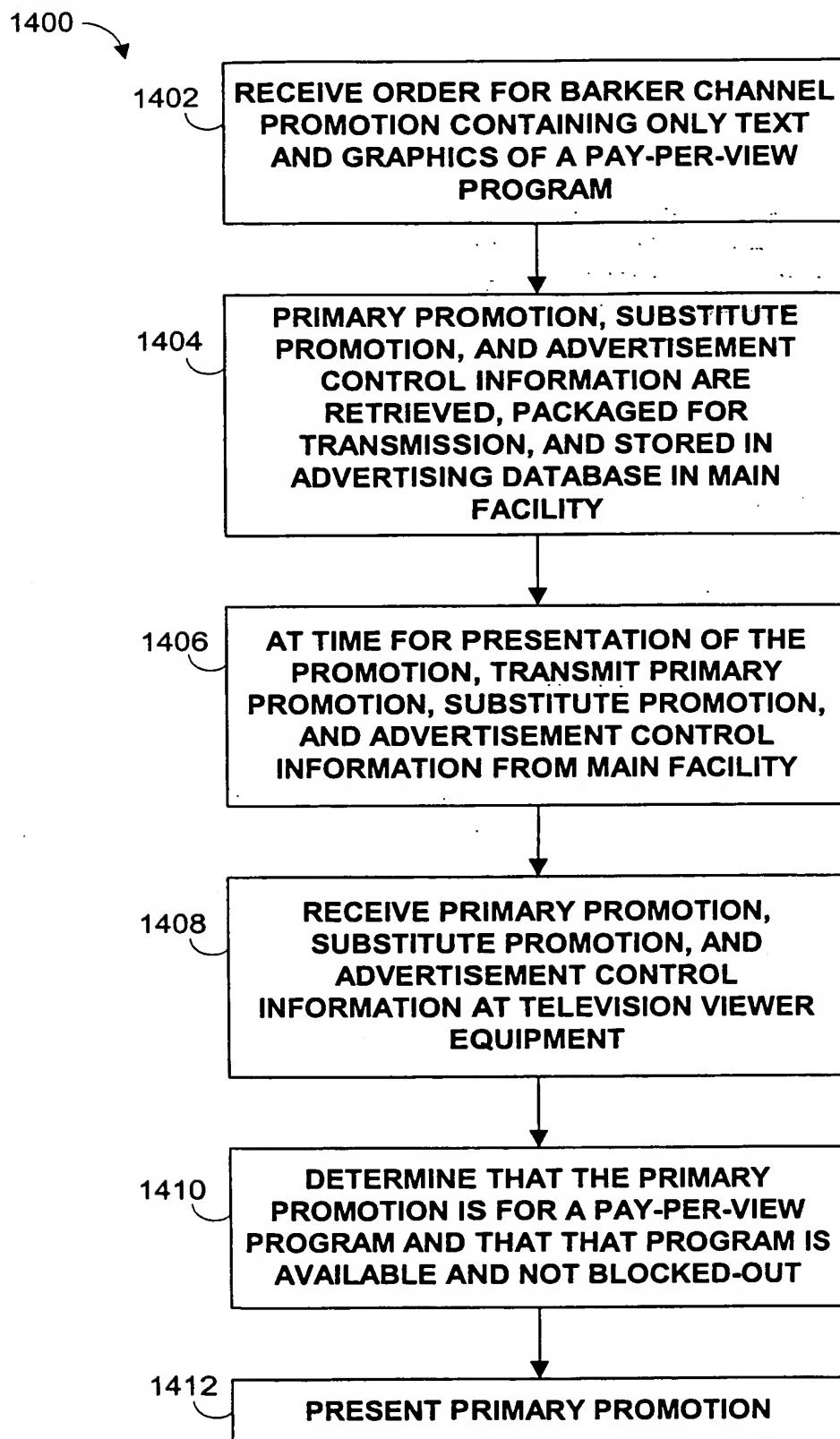
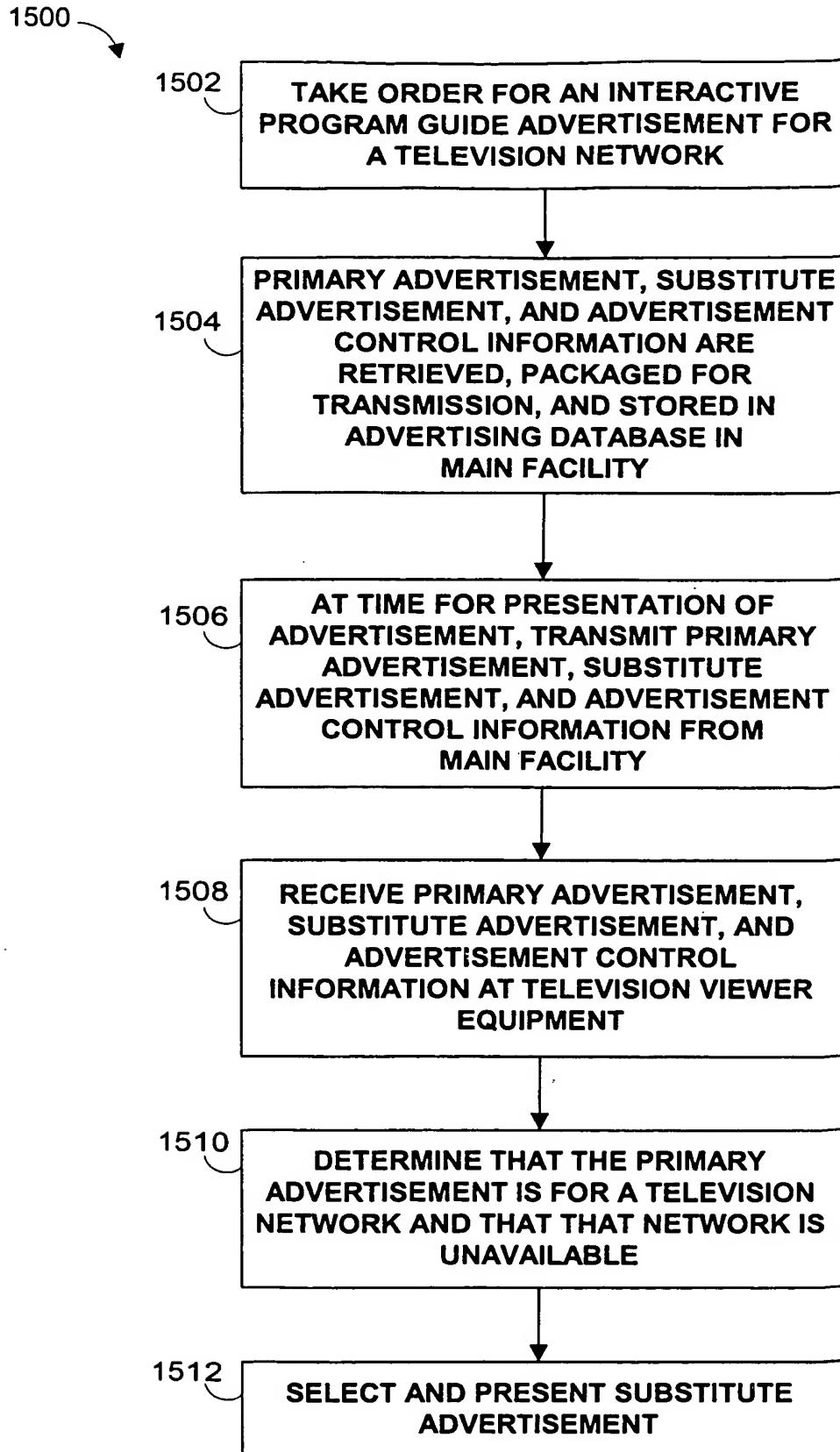


FIG. 14



**FIG. 15**

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PROGRAM GUIDE		ADVERTISEMENT		
CH/TIME	7:00 pm	7:30 pm	8:00 pm	8:30 pm
2	PROGRAM 1		PROGRAM 4	PROGRAM 2
3	PROGRAM 3			PROGRAM 5
4	PROGRAM 6	PROGRAM 7	PROGRAM 8	PROGRAM 9
5	PROGRAM 12	PROGRAM 13	PROGRAM 14	PROGRAM 10
6	PROGRAM 16			PROGRAM 11
7		PROGRAM 18		PROGRAM 17
8	PROGRAM 20		PROGRAM 21	PROGRAM 19
9	PROGRAM 23	PROGRAM 24	PROGRAM 25	PROGRAM 26
10	PROGRAM 28		PROGRAM 29	PROGRAM 22
11	PROGRAM 31		PROGRAM 32	PROGRAM 30
				PROGRAM 33

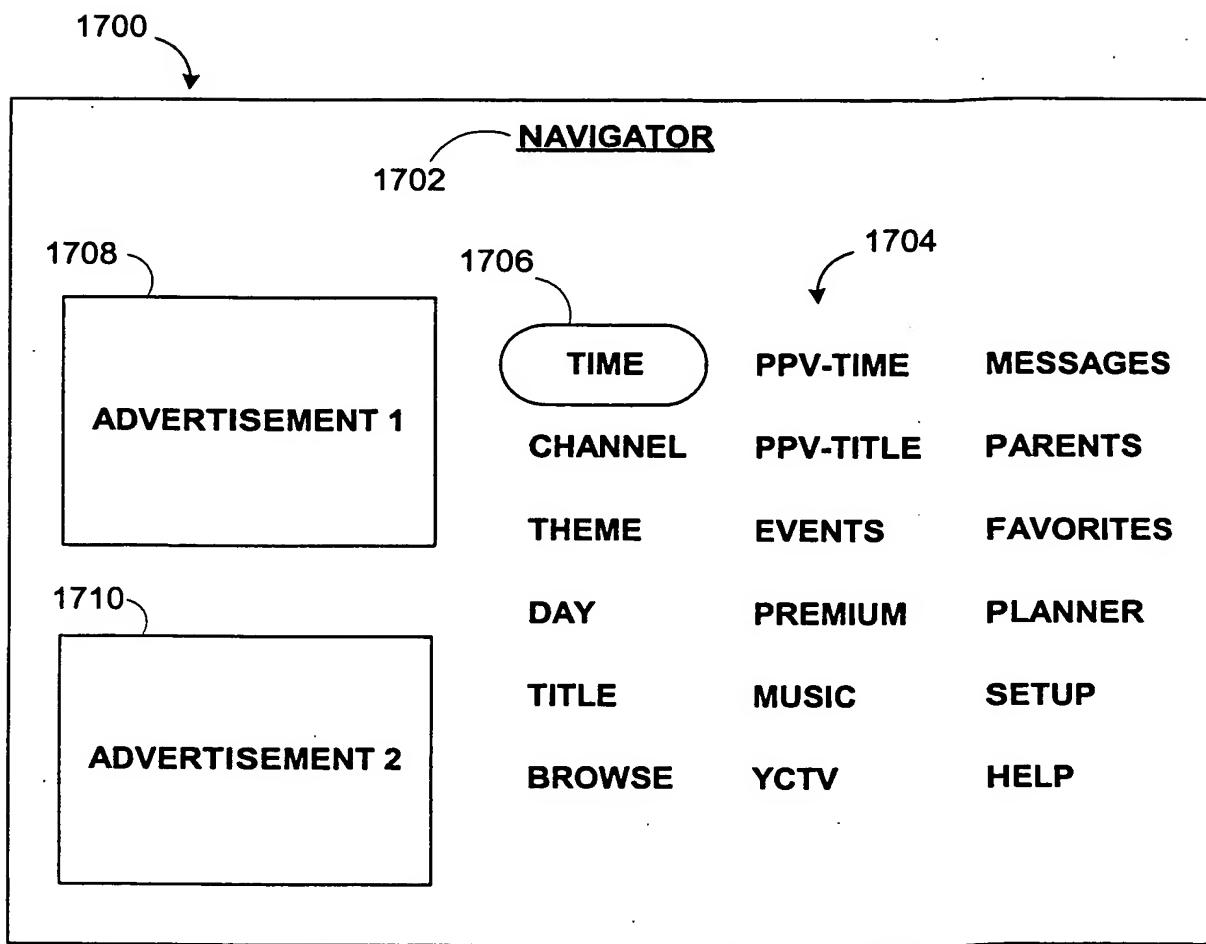
FIG. 16

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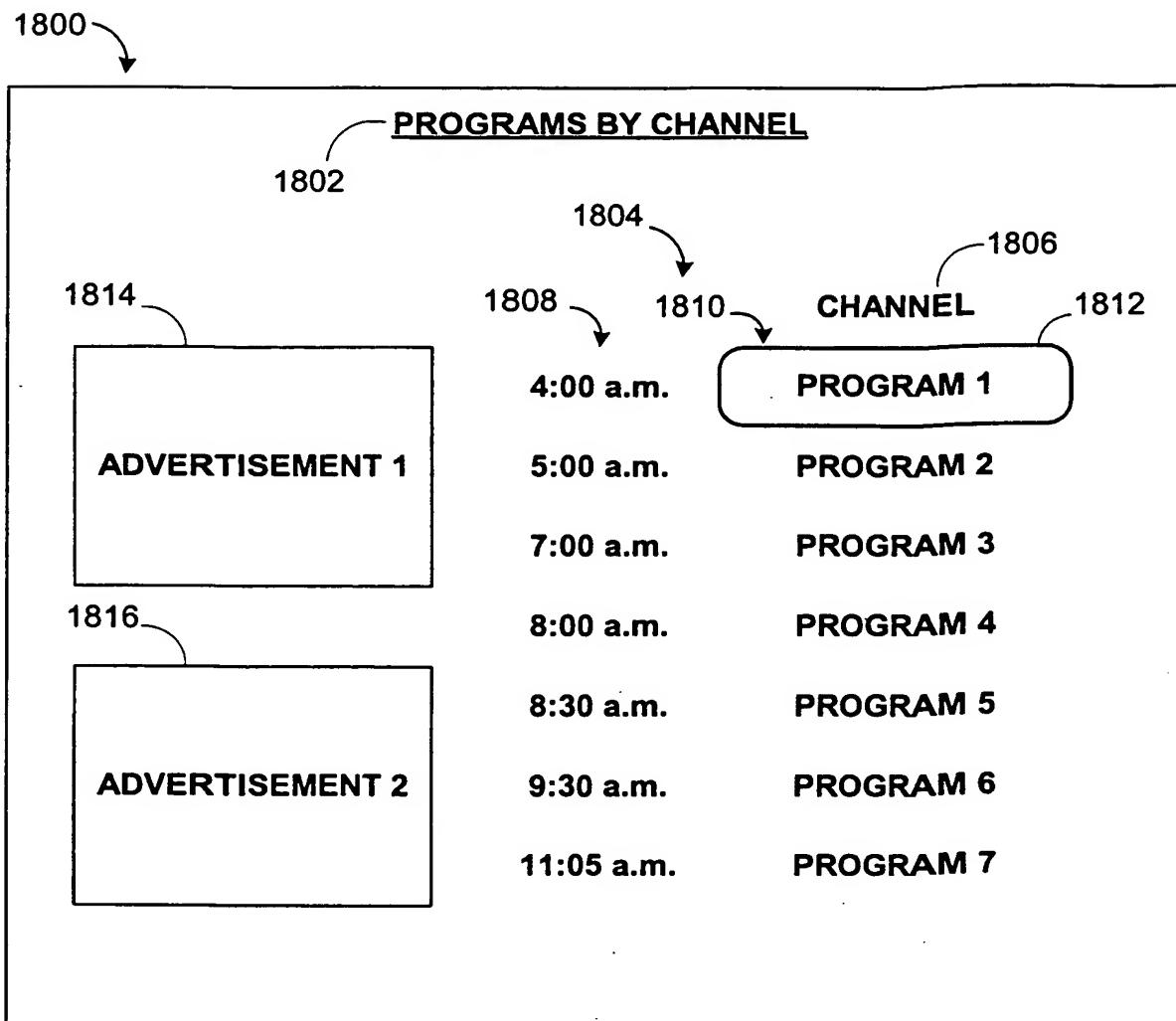
**FIG. 17**

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**FIG. 18**

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1900

1902

RETRIEVE ADVERTISEMENT AND  
ADVERTISEMENT CONTROL DATA THAT  
ARE ASSOCIATED WITH A NETWORK  
FROM ADVERTISING DATABASE IN  
PACKAGE FORM

1904

TRANSMIT PACKAGE TO ALL TELEVISION  
VIEWER EQUIPMENT

1906

RECEIVE PACKAGE AT EACH PIECE OF  
TELEVISION VIEWER EQUIPMENT

1908

DETERMINE AT EACH PIECE OF  
TELEVISION VIEWER EQUIPMENT  
WHETHER AN AFFILIATE OF THE  
NETWORK ASSOCIATED WITH THE  
ADVERTISEMENT IS AVAILABLE ON  
TELEVISION VIEWER EQUIPMENT  
AND NOT DESIGNATED AS  
BEING UNDESIRABLE

1910

DISPLAY ADVERTISEMENT ON  
TELEVISION VIEWER EQUIPMENT IF  
AFFILIATE AVAILABLE AND NOT  
UNDESIRABLE, OTHERWISE SELECT AND  
DISPLAY SUBSTITUTE ADVERTISEMENT

FIG. 19